

## ABSTRACT OF THE DISCLOSURE

A sleeve assembly (100) for a digital media disk (90) or similar flat product, made from paperboard. The sleeve assembly includes a sleeve member (110) having a plurality of hingedly connected panels (116, 126, 136), wherein one or more of the panels includes  
5 apertures (112, 114). Two of the panels include retaining members (121, 131) and a third panel includes a pocket (141) adapted to receive the disk. A removable placard (160), having identifying indicia (162, 164) that is at least partially visible through the apertures, and is removably retained by the retaining members. In a preferred embodiment, an  
10 aperture is included on one of the hinge spines, such that a portion of the placard can be seen from the end of a folded sleeve assembly. The sleeve member may be generic, while the placard identifies the received disk.